



Eye Tracking Methodology: Theory and Practice

By Andrew T. Duchowski

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Despite the availability of cheap, fast, accurate and usable eye trackers, there is little information available on how to develop, implement and use these systems. This 2nd edition of the successful guide contains significant additional material on the topic and aims to fill that gap in the market by providing an accessible and comprehensive introduction. Additional key features of the 2nd edition include: Technical description of new (state-of-the-art) eye tracking technology; a complete whole new section describing experimental methodology including experimental design, empirical guidelines, and five case studies; and survey material regarding recent research publications.

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Editorial Review

Review

From the reviews:

"The book provides an in-depth overview of the science and applications behind eye-tracking. ... To its merit, the content for each chapter is supplemented with further readings sections, which will allow interested readers to delve deeper in one direction or another. The book is written in an easy-to-understand language. Given its breadth, it may be most appropriate for scientists and students starting in this field. ... Overall, I found it to be a solid book on a fascinating topic." (Stefan Robila, ACM Computing Reviews, October 2008)

From the reviews of the second edition:

"The four-part structure enables you to quickly locate material suited to your background and needs; additionally, each chapter concludes with a helpful summary and discussion of further resources. ... the book does offer useful information for those interested in conducting eye tracking studies." (Eva R. Brumberger, Technical Communication, Vol. 55 (3), August, 2008)

From the Back Cover

Despite the availability of cheap, fast, accurate and usable eye trackers, there is still little information available on how to develop, implement and use these systems. This second edition of Andrew Duchowski's successful guide to these systems contains significant additional material on the topic and fills this gap in the market with this accessible and comprehensive introduction.

Opening with useful background information, including an introduction to the human visual system and key issues in visual perception and eye movement, the second part surveys eye-tracking devices and provides a detailed introduction to the technical requirements necessary for installing a system and developing an application program. The book focuses on video-based, corneal-reflection eye trackers – the most widely available and affordable type of system, before closing with a look at a number of interesting and challenging applications in human factors, collaborative systems, virtual reality, marketing and advertising.

Key features of this second edition include:

- Three new chapters providing technical descriptions of new (state-of-the-art) eye tracking technology
- A complete new Part describing experimental methodology including experimental design, empirical guidelines, together with 5 case studies
- Survey material regarding recent research publications included within Part IV

The second edition of ***Eye Tracking Methodology*** is an invaluable guide for practitioners responsible for developing or implementing an eye tracking system, and can also be used as a teaching text for relevant modules on advanced undergraduate and postgraduate courses.

‘One of the most comprehensive books on eye tracking ever written. A must-read for novices and experts alike.’

Roel Vertegaal, Human Media Lab, Queen’s University, Canada

‘... the first comprehensive treatment of a critical methodological area, this book unites the field’s core theoretical underpinnings with real-world applications and practical know-how ...’

Dario Salvucci, Drexel University, USA

About the Author

Andrew Duchowski has taught Eye Tracking courses for the past 3 years at Clemson University. He is also an experienced consultant.

Users Review

From reader reviews:

Danielle Rhodes:

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